

TABLE IV (continued)

Market Sample #30

PHILIP MORRIS

<u>Brand</u>	<u>Tar. mg/cigt.</u>			<u>Nicotine, mg/cigt.</u>		<u>CO, mg/cigt.</u>	
	<u>PM Target</u>	<u>TITL</u>	<u>PM</u>	<u>TITL</u>	<u>PM</u>	<u>TITL</u>	<u>PM</u>
P.M. International 100 (Box)	16.0	17.8	16.1	1.20	1.17	16.7	14.4
P.M. International Men. 100 (Box)	16.0	16.8	16.6	1.13	1.08	15.5	14.8
Players 70 (Box)	22.0	25.2	23.3	1.66	1.25	16.0	12.5
Players 85 (Box)	12.0	11.6	11.0	0.81	0.80	12.1	11.2
Players Menthol 85 (Box)	12.0	11.9	11.1	0.81	0.83	12.2	11.4
Players 100 (Box)	14.0	14.0	13.4	0.98	1.01	12.8	12.0
Players Menthol 100 (Box)	14.0	14.4	13.1	1.00	0.98	13.0	11.3
Players Lights 85 25's	10.0	10.2	9.5	0.72	0.70	11.2	10.3
Players Lights Menthol 85 25's	10.0	10.1	9.3	0.72	0.69	11.0	10.0
Players Lights 100 25's	12.0	11.8	10.5	0.85	0.78	13.8	12.3
Players Lights Menthol 100 25's	12.0	11.4	11.0	0.82	0.81	13.4	12.8
Saratoga 120 (Box)	14.5	14.4	14.1	1.04	1.05	14.5	13.9
Saratoga Menthol 120 (Box)	14.5	14.9	14.2	1.06	1.04	14.9	12.8
Virginia Slims 100	14.5	15.4	14.5	1.06	0.99	14.1	12.7
Virginia Slims Menthol 100	14.5	15.4	14.2	1.07	1.00	13.5	12.0
Virginia Slims Lights 100 (Box)	9.0	8.8	8.6	0.68	0.67	9.5	8.6
Virginia Slims Lights Men. 100 (Box)	9.0	8.6	8.4	0.68	0.66	9.2	8.0
Virginia Slims Lights 120 (Box)	14.0	14.3	13.7	1.02	1.06	14.7	13.6
Virginia Slims Lights Men. 120 (Box)	14.0	14.6	13.6	1.05	0.97	14.5	13.9
Virginia Slims Ultra Lights 100 (Box)	6.0	5.9	5.6	0.49	0.40	6.8	4.6
Va. Slims Ultra Lights Men. 100 (Box)	6.0	6.3	6.0	0.52	0.40	7.3	5.3

¹Cambridge 100 was listed in the brands submitted to TITL, however, it was not picked up or tested.

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TABLE IV

Market Sample #31

PHILIP MORRIS

Tar, mg/cigt.

<u>Brand</u>	<u>Advertised</u>	<u>PM Target</u>	<u>TITL</u>	<u>PM</u>
Alpine KEMSP ¹	15	16.0	16.9	15.4
B&H KFHP	No Ads	14.5	15.4	14.6
B&H 100FHP	No Ads	16.0	16.6	15.7
B&H 100FMHP	No Ads	16.0	16.6	16.2
B&H 100FSP	16	16.0	16.6	16.0
B&H 100FMSP	16	16.0	16.8	15.6
B&H Deluxe Ultra Lights 100FHP	6	6.0	5.0	5.2
B&H Deluxe Ultra Lights 100FMHP	6	6.0	5.2	5.5
B&H Lights 100FSP	10	10.5	10.7	10.2
B&H Lights 100FMSP	10	10.5	10.7	10.3
B&H Multifilter KFSP	No Ads	11.5	11.2	11.3
Cambridge Full Flavor KFSP	16	16.0	17.1	15.4
Cambridge Full Flavor 100FSP	16	16.0	17.2	15.7
Cambridge Lights KFSP	12	12.0	12.3	11.2
Cambridge Lights KEMSP	12	12.0	11.9	11.3
Cambridge Lights 100FSP	12	12.0	12.0	11.2
Cambridge Lights 100FMSP	12	12.0	11.9	11.1
Cambridge Ultra Lights 100FSP	5	5.0	4.7	4.8
English Ovals KNFHP	No Ads	26.0	23.8	21.6
Marlboro KFHP	No Ads	16.0	17.0	16.0
Marlboro KFSP	16	16.0	17.4	16.1
Marlboro KEMSP ¹	17	16.0	16.6	15.2
Marlboro 100FHP	16	16.0	17.0	16.0
Marlboro 100FSP	16	16.0	17.1	16.1
Marlboro 25's KFSP	16	16.0	17.2	16.5
Marlboro Lights KFHP	11	11.0	11.0	10.5
Marlboro Lights KFMHP	10	10.0	10.2	9.6
Marlboro Lights KFSP	10	11.0	11.2	10.6
Marlboro Lights KEMSP	10	10.0	9.9	10.5
Marlboro Lights 100FHP	10	11.0	10.8	10.7
Marlboro Lights 100FMHP	10	10.0	10.2	9.4
Marlboro Lights 100FSP	10	11.0	11.0	10.8
Marlboro Lights 100FMSP	No Ads	10.0	10.9	9.9
Marlboro Lights 25's KFSP	10	11.0	11.2	10.5
Marlboro Red 100FHP	No Ads	16.0	16.4	16.0
Marlboro Red 100FSP	No Ads	16.0	16.5	NA
Merit KFHP	8	8.0	7.8	7.7
Merit KFSP	8	8.0	7.6	7.6
Merit KEMSP	8	8.0	7.7	7.6
Merit 100FSP	10	10.0	10.0	9.9
Merit 100FMSP	9	10.0	10.1	9.8
Merit Ultra Lights KFSP	5	5.0	4.4	5.1
Merit Ultra Lights KEMSP	5	5.0	4.5	5.1
Merit Ultra Lights 100FSP	6	6.0	5.3	5.6
Merit Ultra Lights 100FMSP	5	6.0	6.0	5.9
Parliament Lights KFHP	No Ads	9.0	9.5	9.1
Parliament Lights KFSP	9	9.0	9.1	9.2
Parliament Lights 100FSP	12	11.5	12.0	11.8
PM Commander KNFSP	No Ads	23.0	26.3	23.2
PM International 100FHP	No Ads	16.0	16.8	16.4
PM International 100FMHP	No Ads	16.0	16.9	16.6

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TABLE IV (cont.)

PHILIP MORRIS

Market Sample #31

Tar, mg/cigt.

<u>Brand</u>	<u>Advertised</u>	<u>PM Target</u>	<u>TITL</u>	<u>PM</u>
Players RNFHP	No Ads	22.0	25.2	23.0
Players KFHP	No Ads	12.0	11.7	11.1
Players KFMHP	No Ads	12.0	11.9	11.2
Players 100FHP	No Ads	14.0	13.9	13.4
Players 100FMHP	No Ads	14.0	14.0	13.2
Players Lights 25's KFSP	10	10.0	10.0	9.4
Players Lights 25's KFMSP	10	10.0	10.0	9.0
Players Lights 25's 100FSP	12	12.0	11.9	11.4
Players Lights 25's 100FMSP	12	12.0	11.4	10.9
Saratoga 120FHP	No Ads	14.5	14.7	14.4
Saratoga 120FMHP	No Ads	14.5	14.7	13.8
Va Slims 100FSP	14	14.5	15.3	14.1
Va Slims 100FMSP	14	14.5	15.1	13.9
Va Slims Lights 100FHP	8	9.0	8.8	8.7
Va Slims Lights 100FMHP	8	9.0	8.5	8.7
Va Slims Lights 120FHP	14	14.0	14.5	13.8
Va Slims Lights 120FMHP	14	14.0	14.7	13.5

¹Alpine KFMSP and Marlboro KFMSP cigarettes have been reengineered. TITL data may be high due to testing of a mixed sample.

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